

# Private Brand Standard

## Walmart & Sam's Club

Food & Consumables

This Walmart Private Brands Labeling Standards document was created to help Walmart's Private Brands Suppliers who have been approved to create Private Brands package labeling maintain the aesthetic integrity of brand design elements and consistency in the formatting presentation across a wide variety of products.

Because food labeling is regulated by the U.S. Food and Drug Administration and the U.S. Department of Agriculture's Food Safety and Inspection Service, manufacturers using this standards document in connection with the creation of Private Brands package labeling must ensure that their labels are not false or misleading and are compliant with all applicable regulations.

The information provided in this standards document should not be considered legal advice or substantiation of compliance with regulatory requirements. Each Supplier's product and packaging will be different, and Suppliers should consult their own legal counsel and other resources for advice on compliance with all regulatory requirements.

It is each Supplier's responsibility to ensure that all package labeling complies with all applicable legal and regulatory requirements.

This is not a comprehensive guide to food labeling requirements. Supplier is responsible for ensuring compliance to all regulatory requirements including but not limited to local, state, and federal requirements.

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## Principal Display Panel

21 CFR 101.1 The Principal Display Panel (PDP) is the portion of the package label that is most likely to be seen by the consumer at the time of purchase. Package display at retail shall be considered when determining the PDP. Many containers are designed with two or more different surfaces that are suitable for display as the PDP. These are alternate PDPs.

The PDP must include the following: statement of identity (name of the food) and net quantity of contents.

The minimum font size for all required label elements is 1/16<sup>th</sup> inch. Some elements may have additional requirements.

### Brand Name

Regulatory Requirements:

- I. Not applicable

Brand Requirements:

- I. The words in the Brand name such as “Great Value” shown in the approved stylized font, graphic treatment, and colors are considered a design element.
- II. The Brand name logo should not be used as a type size comparison to the Statement Of Identity (product description), claims, or any other label copy.
- III. The trademark symbol ™ should be used with the Brand name logo.
- IV. The trademark symbol should only be used in the Brand name logo, rather than in every instance of the mark in label copy.
- V. For label copy, the trademark symbol ™ should be added to the first product listed with the Brand name, however, the symbol will not be used for any subsequent or duplicate references listed.

### Product Name

Regulatory Requirements: 21 CFR 101.3

- I. The product name is the statement of identity established by law or regulation (standard of identity), common or usual name, or appropriate descriptive name, that is not misleading.
- II. Labels must describe the form of the food in the package if the food is sold in different optional forms such as sliced and unsliced, whole or halves, etc.
- III. Must appear on the PDP and any alternate PDPs
- IV. Format requirements:
  - a. Bold type
  - b. Type size must be at least ½ the size of the largest print on the label.
  - c. In lines generally parallel to the base of the package.

Brand Requirements:

## Net Quantity of Contents

Regulatory Requirements: 21 CFR 101.7

- I. Placed on bottom 1/3 of PDP and duplicated on all alternate PDPs
  - a. Separated by at least a space equal to the height of the lettering used in the declaration from other printed label information appearing above or below the declaration and (by at least a space equal to twice the width of the letter "N" of the style of type used in the quantity of contents statement) from other printed label information appearing to the left or right of the declaration.
- II. Height to width ratio shall not exceed 3:1
- III. In letters and numerals in a type size established in relationship to the area of the PDP (not the label size)

Area of PDP (x)	Minimum Type Size (height)
$\leq 5 \text{ inches}^2$	1/16th inch
$5 \leq x \leq 25 \text{ inches}^2$	1/8 <sup>th</sup> inch
$25 \leq x \leq 100 \text{ inches}^2$	3/16 <sup>th</sup> inch
$100 \leq x \leq 400 \text{ inches}^2$	¼ inch
$x \geq 400 \text{ inches}^2$	½ inch

- IV. Liquids are expressed in fluid measure.
  - a. US gallon and quart, pint, and fluid ounce subdivisions thereof
  - b. Packages containing less than 1 gallon
    - i. Expressed in both fluid ounces and, if applicable, followed in parentheses by a declaration in the largest whole units (quarts, quarts and pints, or pints, as appropriate) with any remainder in terms of fluid ounces or common or decimal fractions of the pint or quart.
  - c. Packages containing 1 gallon or more
    - i. Expressed in the largest whole unit (gallons followed by common or decimal fraction of a gallon or by the next smaller whole unit or units (quarts, or quarts and pints)) with any remainder in terms of fluid ounces or common or decimal fractions of the pint or quart.
- V. Solids, semisolids, viscous, or mixture of solid and liquid are expressed in terms of weight.
  - a. Statement begins with "Net Wt."
  - b. Avoirdupois (mass) pound and ounce.
  - c. Packages containing less than 4 pounds
    - i. Expressed in both ounces (weight) and, if applicable (1 pound or more) followed in parentheses by a declaration in pounds for weight units with any remainder in terms of ounces (weight) or common or decimal fractions of the pound.
  - d. Packages containing 4 or more pounds
    - i. Expressed in pounds with any remainder in terms of ounces or common or decimal fraction of the pound.
- VI. Common fractions are reduced to its lowest terms. Decimal fractions shall not be carried out to more than two places.

- VII. Multiunit retail packages include the statement of the quantity of contents on the outside of the package including:
- a. Number of individual units
  - b. Quantity of each individual unit
  - c. Total quantity of contents of the multiunit package
    - i. Does not require an additional parenthetical declaration of the largest whole units and subdivisions thereof.

Unit of Measure	Abbreviation
Weight	wt
Ounce	oz
Pound	lb
Gallon	gal
Pint	pt
Quart	qt
Fluid	fl

Brand Requirements:

- I. Primary position of the weight statement is in the bottom, lower left corner of the PDP.
- II. The net quantity is required to be shown in US and metric measure.
- III. Metric abbreviations are lowercase; all other weight abbreviations use uppercase.
- IV. "OZ" is used for weight. "FL OZ" is used for fluid.
- V. No periods are used after the abbreviations.
- VI. No space between the value and the metric unit: NET WT 12 OZ (340g).
  - a. Exception: When the abbreviation "L" is used for liter, there should be a space between the value and L: 202.8 FL OZ (6 L) 1.5 GAL.
- VII. The abbreviation "LB" (singular) should not be changed to "LBS" (plural)
- VIII. For items that weigh less than 1 ounce, a "0" should precede the decimal point in the product weight: NET WT 0.5 OZ (17g).
- IX. The term "net" or "net contents" are not used in the net quantity statement for items with fluid measure.
- X. Examples:
  - a. Less than 1 Pound: NET WT 7 oz (198g)
  - b. Less than 4 pounds – dual declaration by weight: NET WT 16 OZ (1 LB) 454g
  - c. Less than 4 pounds – dual declaration by weight: NET WT 36 OZ (2 LB 4 OZ) 1.02kg
  - d. 4 pounds or more: NET WT 10 LB (4.53kg)
  - e. Fluids: FL OZ (1 PT 2 FL OZ) 532ml

## Information Panel

21 CFR 101.2 The information panel is the label panel immediately to the right of the PDP, as displayed to the consumer. If this panel is not usable due to package design and construction (e.g., folded flaps), then the

information panel is the next label panel immediately to the right. If not included on the PDP, the information panel includes the nutrition facts panel, ingredient and allergen statements, domicile, bioengineered food disclosure, organic certifier, and country of origin, if applicable. Information that is not required by FDA is considered intervening material and is not permitted to be placed between the required labeling on the information panel (e.g., the UPC bar code is not FDA required labeling).

## Nutrition Facts

Regulatory Requirements: 21 CFR 101.9

- I. All nutrient and food component quantities shall be declared in relation to the labeled serving size.
- II. Serving size is determined from the Reference Amounts Customarily Consumed per Eating Occasion (RACC) outlined in 1 CFR 101.12.b and expressed in a common household measure (e.g. cup, fraction, unit)
  - a. Common household measure/unit means cup, tablespoon, teaspoon, piece, slice, fraction, ounce, fluid ounce. Cups, tablespoons, or teaspoons shall be used wherever possible. Beverages may use fluid ounces.

Item Weight Compared to RACC	Serving Size
<50% RACC	Number of whole units that most closely approximates the RACC
50% < RACC < 67%	Manufacturer may declare one unit or two units as the serving size
67% < RACC < 200%	One unit <ul style="list-style-type: none"> <li>• 150-200% RACC may voluntarily provide an additional column that lists the quantitative amounts and %DV per common household measure that most closely approximates the RACC. Additional column must be to the left of the column that provides nutrition information per container/serving.</li> </ul>
200% < RACC < 300%	Household measure that most closely approximates the RACC. <ul style="list-style-type: none"> <li>• Must provide nutrition per serving and a second column with nutrition per unit.</li> </ul>
Products that naturally vary in size (pickles, shellfish, whole fish, fillet of fish)	Amount in ounces that most closely approximates the RACC.

- III. The percent Daily Value of protein is required to be placed in the NFP when making a protein related claim. **The percent Daily Value must be corrected** for protein digestibility.
- IV. If included, sugar alcohol shall be located on the line below added sugars and indented once from total carbohydrate aligned with total sugars.

Brand Requirements:.

- I. All Private Brand items use the new Nutrition Facts Panel format released in May 2016.
- II. The Standard Vertical format should be used whenever possible.
- III. The first letter of the first word in the heading should be capitalized; all other words in the heading are lowercase.
  - a. Ex: “Per serving”, “Per container”, “Per ¼ cup dry mix”, “Per baked portion”
- IV. For items that qualify for use of “Per serving” only, the Private Brands standard is not to include “Per container” values.
  - a. Ex: 15 oz chili with 1 cup (225g) serving size = 189% RACC which falls between 150-200% RACC and requires 1 serving per container and the serving size is the whole container.
- V. Foods that are commonly eaten/prepared with other foods (i.e. dry cereal eaten with milk), follow the category norm for including two forms of the same food in the Dual Column Nutrition Facts.
- VI. As space permits, use the optional caloric conversion information at the bottom of the NFP.
  - a. Calories per gram: Fat 9 ● Carbohydrate 4 ● Protein 4
- VII. Do not italicize “Trans”
- VIII. Mono and Polyunsaturate Fats, Folate DFE and Folic Acid may be included when required based on label claims
- IX. Thiamine (with e) is the preferred spelling.
- X. Voluntary vitamins and minerals should not include the quantitative amount.

## Ingredient Statement

### Regulatory Requirements:

### Brand Requirements:

- I. The standard type format of the heading “INGREDIENTS:” on packaging is:
  - a. All caps
  - b. Bold
  - c. Colon following the last “S”
  - d. Do not make singular even if the product is made up of only one ingredient.
- II. End the ingredient statement with a period.
- III. Do not include “and” prior to the last ingredient.
- IV. When the ingredient statement includes a breakdown of an individual component, a consistent format of parenthesis, brackets, or a combination thereof, shall be used across the product line and suppliers.
  - a. The order shall be as follows: ( [ { ( ) } ] )
- V.

## Allergen Statement

### Regulatory Requirements:

- I. US regulation identifies nine (9) major allergens: Milk, Eggs, Fish, Crustacean Shellfish, Tree Nuts, Peanuts, Wheat, Soy, Sesame.

- II. Allergen statement must immediately follow the ingredient statement, on a separate line.
- III. There should be no intervening information between the Nutrition Facts, Ingredients, Allergen Statement(s), Domicile, Bioengineered Food Disclosure, Organic Certifier, and Country of Origin (if applicable).
- IV. Coconut is considered a Tree Nut and should be listed by the specific type.
- V. Molluscan shellfish (i.e. oysters, clams, mussels or scallops) are not considered a major food allergen and should not be listed within an allergen statement
- VI. Gluten is not a Big 9 allergen.

Brand Requirements:

- I. Walmart Private Brands will utilize two methods to communicate allergens to consumers:
- II. **Primary Allergens:**
- III. Allergens that are found within the product formulation.
- IV. Labeled as: “**CONTAINS X, X and X.**”
- V. Fish, crustacean shellfish, and tree nuts are listed by specific type in alphabetical order.
- VI. **Advisory Allergens: FDA ONLY**
- VII. **Shared Equipment Advisory Allergens:**
  - a. Allergens used on the same line as the Walmart Private Brand product, but are not in the product formulation.
  - b. Labeled as “**MAY CONTAIN TRACES OF X, X and X.**”
  - c. **Facility Advisory Allergens:**
    - i. Allergens in the same facility as the Walmart Private Brand product, but are not in the product formulation nor on the same line as the Walmart Private Brand product.
- VIII. Labeled as “**MADE IN A FACILITY THAT ALSO HANDLES X, X and X.**”
- IX. The allergens must appear in the following order: Milk, Eggs, Fish, Crustacean Shellfish, Tree Nuts, Peanuts, Wheat, Soy, Sesame.
- X. The standard font format is: All caps, bold, no comma prior to the word “and” before the last allergen, statement ends with a period.
- XI. If any of the nine major allergens are included in the Primary allergen statement, that same allergen should not be duplicated in the advisory allergen statement.
- XII. Preferred language:

Use	Do NOT Use
Soy	Soybeans
Hazelnuts	Filberts
Macadamia nuts	Macadamia

## Domicile

Regulatory Requirements: 9 CFR 101.5

- I. Includes the city, state, and zip code of the manufacturer, packer, or distributor.
- II. Immediately follows the ingredients statement and allergy statement (if applicable), on a separate line.



- III. No intervening information between the Nutrition Facts, Ingredients, Allergy Statement, Domicile, Bioengineered Food Disclosure, Organic Certifier, and Country Of Origin (if applicable).

Brand Requirements:

- I. **DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716**
- II. Entire domicile is bold.
- III. "DISTRIBUTED BY:" is all caps; the remainder of the domicile is title case.
- IV. There is no hyphen in "Walmart".
- V. There is no comma between "Walmart" and "Inc."
- VI. There is a period and comma after "Inc."
- VII. "Supplied By" statement (Supplier's name and address) should only be used as an exception when required by regulation.

## Bioengineered Food Disclosure

Regulatory Requirements:

- I. Bioengineered foods contain detectable genetic material that has been modified through certain lab techniques and cannot be created through conventional breeding or found in nature.
- II. The supplier is responsible to determine if their item is subject to mandatory disclosure and the appropriate disclosure for the item.
  - a. USDA has created a tool to help regulated entities who are subject to the National Bioengineered Food Disclosure Standard determine whether they are a regulated entity that must comply with the law. Find the link to the decision tree here: <https://www.ams.usda.gov/rules-regulations/be/zingtree>
- III. All products subject to mandatory disclosure under the NBFDS must include a disclosure on the product label.
  - a. USDA allows disclosures as a symbol, text, digital, or text message options.
  - b. Formatting of text disclosure:
    - i. Located on the information panel directly under the domicile.
      1. The order of information on the panel shall be domicile, BE disclosure (if applicable), organic certifier (if applicable) and country of origin (if applicable).
      2. If there is insufficient space on the information panel, the disclosure may be made on an alternative panel likely to be seen by the consumer under ordinary shopping conditions.
    - ii. Of sufficient size and clarity to appear prominently and conspicuously on the label, making it likely to be read and understood by the consumer under ordinary shopping conditions. Minimum font size is 1/16<sup>th</sup> inch.

Brand Requirements:

- I. Private Brand items will use the text disclosures.
  - a. BIOENGINEERED FOOD.
  - b. CONTAINS A BIOENGINEERED FOOD INGREDIENT.
  - c. CONTAINS BIOENGINEERED FOOD INGREDIENTS.
- II. Type format:
  - a. ALL CAPS

- b. Not bolded
  - c. Period at the end of the statement
- III. Multi-unit packages shall only include one BE disclosure on the sell-unit package.
- IV. The appropriate BE disclosure shall be entered in the specification for pack copy declaration.
- V. Private Brands will not utilize voluntary disclosures for products that after processing contain no traceable amount of bioengineered material.
- VI. The Non-GMO Project Verified icon may be used on certified item, however, it is not permitted if the item also includes a BE disclosure statement.

## Country of Origin

### Regulatory Requirements:

- I. 19 U.S.C. 1304 and 19 CFR Part 134 - Country of Origin Marking is required by US Customs and Border Protection for every article of foreign origin entering the US unless an exception is provided for in the law.
- II. 7 CFR Part 60 and 65 - Country of Origin Labeling is required by US Department of Agriculture – Agricultural Marketing Service for covered food products including muscle cut and ground lamb, goat and chicken; wild and farm-raised fish and shellfish; fresh and frozen fruits and vegetables; peanuts, pecans, and macadamia nuts; and ginseng.

### Brand Requirements:

- VII. Single country shall be denoted as “PRODUCT OF XXX”
- VIII. Multiple countries shall be denoted as “PRODUCT OF XX, XX, AND XX.”
  - a. Countries shall be listed in alphabetical order.
- IX. Immediately follow the domicile on a separate line.
- X. “United States” spelled out shall be used, instead of America, United States of America, or abbreviations.
- XI. The Walmart “Made In The USA” icon is not a country of origin marking. [See Walmart Product and Packaging Claim Requirements.](#)
- XII. There shall be no intervening material between the Nutrition Facts, Ingredients, Allergen Statements, Domicile, Bioengineered Disclosure, Organic Certifier, and Country Of Origin (if applicable).

## Date Labeling

### Regulatory Requirements:

- I. California AB660 prohibits the use of date labels other than “best if used by” for quality and “use by” for product safety. The law does not apply to infant formula, eggs, or beer/other malt beverages.
- II. 21 CFR 107.20(c) requires all infant formula to bear a “Use by \_\_” date indicating the month and year the product will contain not less than the quantity of each nutrient as set forth on the label and will otherwise be of an acceptable quality.

#### Brand Requirements:

- I. Walmart Private Brands shall use **BEST If Used By** to indicate quality.
  - a. **BEST** is all caps. **If Used By** is title case. Entire statement is bold. No period at the end.
- II. **Use By** or **Use or Freeze By** shall be used to indicate safety.
- III. The following format is used unless there is a regulatory requirement which prevents a supplier from using this format in a specific category (e.g., infant formula):
  - a. MMM DD YYYY
    - i. MMM = 3 alpha characters: JAN, FEB, MAR, APR, MAY, JUN, JUL, AUG, SEP, OCT, NOV, DEC
    - ii. DD = 2 digit numeric; e.g., 01, 10, 15
    - iii. YYYY = 4 digit numeric; e.g., 2025, 2030, 2034
    - iv. Example: **BEST If Used By** JAN 01 2025
- IV. Infant formula shall use the following format:
  - a. USE BY DDMMMYYYY

## Instructions

#### Regulatory Requirements:

- I. The last step of microwave and conventional oven instructions for frozen meals should inform the consumer to take the internal temperature of the product.

#### Brand Requirements:

- I. Walmart approved cooking instruction icons should begin each heading.
- II. The headings should be all uppercase, left justified, and end with a colon.
  - a. Ex: MICROWAVE INSTRUCTIONS:
- III. Numbered bullet points should be used for multiple steps:
  - a. Ex: 1, 2, 3, etc.
- IV. If there is only one step, a solid bullet point should be used instead of a number.
- V. The Instruction headings should be consistent across various flavors and suppliers of like items.
- VI. Instructions should be easy for the average customer to read and follow.
  - a. Sentences should be separated by periods.
  - b. A semicolon can be used to combine simple steps.
  - c. Do not use second person. Ex: “preheat oven”, rather than ‘preheat your oven’.
  - d. Whenever possible, eliminate “the”. For example, “sauté peppers”, rather than ‘sauté the peppers’.

## Recipes

#### Regulatory Requirements:

#### Brand Requirements:

- I. Based on standard category practices for branded items, only Private Brand items identified in the Design Brief will include a recipe.
- II. The name of the recipe is always in bold, title case.
  - a. Do not include “Try This Delicious Recipe” in the recipe name.
- III. The recipe begins with the ingredient list first, followed by the direction steps.
- IV. List the ingredients in the order they will be used in the directions.
- V. Format requirements for Private Brand ingredients:
  - a. Abbreviate units of measure followed by a period.
    - i. Tablespoon: Tbsp.
    - ii. Teaspoon: tsp.
    - iii. Ounce: oz.
    - iv. Pound: lb.
  - b. List the actual product size/weight in parenthesis when the recipe calls for a specific package amount.
    - i. If the supplier’s suggested recipe calls for an amount that does not align with the Private Brand item, verify the supplier can update the recipe to align with the Private Brand item.
  - c. Capitalize the complete Brand name prior to the actual product name. Do not use bold.
  - d. Capitalize the product name.
    - i. Do not specify product variety unless specific to the recipe.
      1. Ex: use “Great Value Milk”, rather than “Great Value 2% Reduced Fat Milk”.
  - e. List the form (ex: chopped, sliced, etc.) after the ingredient.
  - f. Use a hyphen between the number and its measurement for a compound adjective
  - g. Do not abbreviate the word inch (in.) or use the inch symbol (“”).
  - h. Examples:
    - i. 1 (8 oz.) pkg. Great Value Cream Cheese
    - ii. 1 (15 oz.) can Great Value Black Bean
    - iii. 1 large onion, chopped
    - iv. 9-inch pie
- VI. Separate the ingredient list and directions with a recipe card icon titled “DIRECTIONS:”
- VII. Directions should be easy for the average customer to read and follow.
  - a. Sentences should be separated by periods.
  - b. A semicolon can be used to combine simple steps; for example, “Brown meat; drain.”
  - c. No space should be used between the cooking temperature number, the degree symbol, and the letter “F” (Fahrenheit).
    - i. Ex: 350<sup>0</sup>F.
  - d. Line breaks should separate each step, unless limited space does not permit.
  - e. Do not use second person.
    - i. Ex: use “preheat oven”, rather than “preheat your oven”.
  - f. Whenever possible, eliminate “the”. For example, “sauté peppers”, rather than “sauté the peppers”.

## Guarantee

Regulatory Requirements:

Brand Requirements:

- I. All Private Brands packaging should include a brand Guarantee.

- a. The guarantee consists of the brand language, Walmart customer service phone number, and Walmart website.
- b. At a minimum, all labels must include the customer service phone number and Walmart website.
- c. Use the longest Guarantee version for the brand that label space will permit.
- II. Use the Guarantee on inner packaging and sell-unit packaging.
- III. Specific Brand exceptions:
  - a. Prima Della service deli packaging: Walmart customer service phone number or Walmart website is used alone.
  - b. Great Value small labels: the Guarantee box and Walmart spark graphics may be omitted.
- IV. Walmart customer service phone numbers to use by brand:

Guarantee Phone Numbers	
Assurance	888-287-1915
Clear American	877-505-2267
Equate	888-287-1915
Exer-Hides	877-307-2192
Freshness Guaranteed	855-654-8527
Golden Rewards	877-307-2192
Great Value, Consumables	877-505-2267
Great Value, Food	877-505-2267
Great Value Organic	877-505-2267
Marketside	888-658-6325
Marketside Butcher	888-658-6325
Marketside Organic	888-658-6325
Ol' Roy	877-307-2192
Parent's Choice	877-307-2192
Prima Della	888-287-1976
Pure Balance, Cat	877-307-2192
Pure Balance, Dog	877-307-2192
ReliOn	855-776-0662
Sam's Choice	888-287-1976
Sam's Choice Organic	888-287-1976
Sam's Cola	877-505-2267
Spark.Create.Imagine	877-307-2192
Special Kitty	877-307-2192
Spring Valley	866-251-1662
Vibrant Life	877-307-2192

State Refunds

- Regulatory
- I. Also
- II. Various Brand
- I. The
- II. For
- even if that
- III. Ex: CA

Requirements:  
referred to as "Bottle Deposits" states require Requirements:  
supplier is responsible for providing all applicable state refund statements required for beverage packaging. water, all applicable state refund statements are included on the artwork the supplier is not currently servicing state.  
CASH REFUND, ME 5¢ REFUND, HI 5¢ REFUND.

UPC

- Regulatory
- Brand

Requirements:  
Requirements:

- I. A 12-digit UPC, including the check digit, is assigned by Walmart to identify a specific item.
- II. Only UPCs with a Walmart manufacturer identification number will be used for Walmart Private Brands products. **Insert chart of Walmart manufacturer IDs?**
- III. The Private Brands standard UPC barcode format is:  
Location: Back Of Pack

Number On Pack: One

Sizing: Full (not truncated)

12-Digit Human-Readable Numbers: Included below the barcode; BOP only

Walmart Vendor Number: Centered above the barcode; BOP only

- IV. The Walmart design team will determine if UPC barcodes will be placed on multiple panels.
  - a. The 12-digit human-readable numbers and Supplier's Walmart vendor number will only be used for the Back Of Pack barcode.
- V. The Walmart vendor number must be centered above the UPC barcode in small type.
  - a. No other label copy or label codes should be adjacent to any side of the UPC barcode within the UPC white quiet zone or directly outside the UPC white quite zone.
- VI. Any weight/count/size change will require a new UPC for each unique weight/count/size.
- VII. The same UPC number will be used if there are multiple Suppliers of the same item and weight/count/size.
- VIII. Artwork should be developed according to the printer UPC sizing and direction requirements to ensure scannability.
- IX. To properly identify an item, the 12-digit Walmart UPC number must be included on the artwork, in the Agency art legend, in ProSpecArt SKU Details, in the ProSpec product specification, and in the ProSpec product record.

## Walmart Vendor Number

Regulatory Requirements: N/A

Brand Requirements:

- I. Walmart's vendor agreement number is assigned to the Supplier in Retail Link after the supplier agreement is approved.
- II. The vendor number is always 6 digits.
  - a. All beginning or ending "0"s shall be included. Ex: 012345 or 123450
- III. The vendor number is entered in the ProSpec supplier record and specification
  - a. The vendor number and supplier name in ProSpec should align with what has been assigned in Retail Link.
  - b. ProSpec should not include multiple supplier names for the same vendor number.
    - i. For a subsidiary that will use the parent company vendor number:
      1. The subsidiary name in ProSpec should be "Parent name (dba Subsidiary name)"
    - ii. For a subsidiary that will use their own unique vendor number:
      1. The subsidiary name in ProSpec should be "Subsidiary name"
- IV. All Private Brands packaging must include the vendor number specific to the supplier of that product.
  - a. The vendor number must be centered above the UPC barcode in small type. See UPC section for more details.

## Water Statements

### Regulatory Requirements:

- I. Water must include the following statements in this order:
  - a. Bottled By: (who)
  - b. Source: (where)
  - c. Processed By: (how)
  - d. Contact information for water quality and information

### Brand Requirements:

- I. The contact information for water quality and information shall be as follows:
  - a. The first method of contact shall be the supplier's phone number.
  - b. The second method of contact shall be the supplier's website.
- II. Example: "For water quality and information, call (Supplier's phone number) or visit (Supplier's website)"
  - a. Format shall be Sentence case; Not bolded; No period at the end of the statement.
- III. The supplier is responsible for providing all information for the water statements.
  - a. Walmart's brand guarantee phone number and website should not be used in the water quality statement.
- IV. At minimum, a line space should be used to separate the water quality statement from the brand guarantee.

## Additional Requirements

### Claims

Gluten Free  
Great for You  
How2Recycle  
Kosher  
Organic

### Photo Statements

#### Regulatory Requirements:

#### Brand Requirements:

- I. "serving suggestion" shall be included on the PDP when package photography shows any food not included in the actual sell-unit product.
  - a. The statement is not used when product vignette is represented by illustration.
- II. "enlarged to show texture" shall be included when the product size in the image has been increased.
- III. Type should be all lower case, minimum size (generally 1/16th inch), and inconspicuous in the lower left-hand corner of the PDP above the weight statement.

## Design

### Regulatory Requirements:

- I. USDA inspection legends must have a solid white background.

### Brand Requirements:

- I. Copy and background colors should provide ample contrast to ensure legibility.
- II. Alternate panels should use product description, color, and product image to provide navigation, have visual interest, and avoid large areas of blank space.
- III. The brand, product description, image, and weight statement on the PDP should be visible when the product is on-shelf.
- IV. The following information, if used on the label, should be positioned in an inconspicuous location such as the package flap or overlap area:
  - a. Color bars
  - b. Printer logos
  - c. Other printer or supplier identification (ex: 2D code, supplier item number, etc.)
- V. The design of the FOP and alternative PDP panels should be consistent across various flavors and suppliers of like items.
  - a. All information including but not limited to ingredients, allergens, nutrition, country of origin, dielines, printer specifications, etc. is specific to each individual Supplier's item.
- VI. Primary position of the following information is the lower left-hand corner of the PDP above the weight statement:
  - a. Keep Refrigerated
  - b. serving suggestion
  - c. enlarged to show texture
- VII. Side panels can include the following:
  - a. Nutrition facts
  - b. Cooking instructions
  - c. Recipes
  - d. Photography/illustration
- VIII. The product description should be included on the alternative panels whenever possible, including side, back and top panels.

## Inner Packaging

### Regulatory Requirements:

- I. USDA regulated items that include any mandatory label information on the inner packaging must include all mandatory label information on the inner packaging.

### Brand Requirements:

- I. Examples of inner packaging include butter wrapper, individual cookie bag in a multipack case, juice pouch
- II. The Brand logo will be included on inner packaging except when the Walmart merchant requests that it be omitted.
- III. Items where the inner packaging can be seen on-shelf will incorporate the Brand logo on the inner package design as outlined in the Style Guide.
  - a. Examples: fruit cups, macaroni and cheese microwaveable cups



- IV. Product description and flavor should be included on the inner package.
  - a. All other information should follow category norms
- V. Use of UPC barcode on the inner package is determined by the Walmart merchant.
  - a. Inner packages that include a UPC must include all required label information.
  - b. Inner packages that do not include a UPC must state “Not For Individual Retail Sale” and are not required to include nutrition, ingredients, weight statement, etc.

## Supplier Label Code

Regulatory Requirements:

Brand Requirements:

- I. Supplier’s own internal label identification number
- II. Include on label only if specifically requested by the supplier for their internal purposes
- III. If used on the label, should be in minimal type size and positioned in an inconspicuous location such as the package flap or overlap area

## Translation

Regulatory Requirements:

- I. All products sold in the US must be labeled in English.
- II. If any other language is used, all label elements must be labeled in both English and the additional language.
- III. Labels only sold in Puerto Rico may be labeled in Spanish only.

Brand Requirements:

- I. Bilingual translation of label copy is not standard. Any exceptions shall be approved by Senior Director for Brand Management.
- II. Supplier is responsible for providing, verifying, and proofreading all bilingual copy for accuracy of translation, grammar, spelling, and format.
  - a. Walmart does not provide any of the above.
  - b. The Walmart Guarantee should not be translated.
- III. If the label size does not allow all label information to be translated, then no bilingual language should appear on the label.
- IV. Bilingual copy should not be entered in ProSpec.

## Text consistency

Regulatory Requirements:

- I.

Brand Requirements:

- I. Use a period after all abbreviations unless otherwise specified in the Brand Standard.
- II. The word “about” in Servings Per Container of the Nutrition Facts Panel is lowercase.
- III. Applesauce is one word

Topic	Standard To Use	Instead Of	See Heading*
Storage Instructions	After opening, store in a separate container and refrigerate.	Refrigerate contents in glass or plastic container.	Text Consistency
Text Consistency	Applesauce	Apple Sauce, Apple sauce	Text Consistency
Flavor Qualifier	Artificially Flavored	Artificial Flavor Added	Text Consistency
Oil Warning	Caution: Any oil will burn if overheated. Do not leave unattended while heating. If oil smokes, reduce heat. If fire occurs, turn off heat and cover until cool. Do not put water on hot or flaming oil. Do not pour hot oil into this container as damage may occur, causing injury.	Supplier verbiage	Text Consistency
Date Labeling	BEST If Used By	Best If Used By, best if used by; Best by; Use before, Best before	Date Code Statement
Claims	Certified Organic By Xxxx	Certified organic by Xxxx Certified Organic by Xxxx Certified Organic By: Xxxx	Organic
Text Consistency	Coleslaw	Cole Slaw, Cole-Slaw, Cole slaw	Text Consistency
	Corn Starch	Cornstarch	Text Consistency
	Gluten-Free (with hyphen)	Gluten Free (no hyphen) Naturally Gluten-Free Food	Gluten-Free
	Good Source Of	Contains or Provides	Claims

	Brand Name, complete words	EQ, GV, MS, OR, PB, PC, PD, RO, SC, SK, SV	Brand Name
	Great Quality. Great Price.	Personality Adjectives	Guarantee
	Hazelnuts	Filberts	Allergy Statement
	High In	Excellent Source Of	Claims
	Inch: 9-inch (with hyphen)	9 inch (without hyphen), 9 in., 9"	Recipe
	Low Fat	Lowfat	Claims
	Macadamia Nuts	Macadamia (without 'nuts')	Text Consistency
	Microwavable	Microwaveable	Text Consistency
	Naturally & Artificially Flavored	Naturally "And" Artificially Flavored	Text Consistency
	Nighttime	Night Time, Night-time, Nitetime	Text Consistency
	Non-Intent BPA	BPA Free, BPA-free	Text Consistency
	Preheat	Pre-Heat, Pre Heat	Text Consistency
	Reclosable	Resealable, Recloseable	Text Consistency
	Rich In	Excellent Source Of	Claims
	Soy	Soybeans	Allergy Statement
	Tbsp.	tbsp, tblsp, T	Text Consistency
	tsp.	Tsp, tspn, t	Text Consistency
	Thiamine (with e)	Thiamin (no e)	Nutrition Facts
	Trans Fat (no italics)	<i>Trans</i> Fat (italicized 'trans')	Nutrition Facts
	Ultra-Pasteurized	ultra pasteurized	Text Consistency
	United States	US, U.S., USA, U.S.A.	Country Of Origin
	0g Trans Fat Per Serving	No Trans Fat	Claims
	*See heading for additional information		

## Compliance Review

Brand Requirements:

- I. As part of the Walmart Food Safety program, all Private Brands food labels are reviewed by a third-party service provider for regulatory content and verification of claim substantiation.
- II. As part of the Walmart Health & Wellness Product Safety program, all Private Brands vitamin and dietary supplement labels are reviewed by Underwriters Laboratories for regulatory content.
- III. The Supplier is responsible for ensuring their labels are not false or misleading and are compliant with all applicable regulations.
  - a. Including but not limited to copy, layout, font sizes, required statements, and all other packaging elements
  - b. Federal, state, territorial requirements including but not limited to those of FDA, USDA, EPA, and FTC.

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